

Virginia Unmanned Systems Commission
Marketing Work Group Meeting

November 5, 2015

The George Washington University

Work Group Members present:

Guy Sanitate, Scitor Corporation, an SAIC Company (Work Group Chair)
Scott Strimple, Captain, United Airlines

Other Commission Members present:

Young Kim, CEO, Digital Harvest
Ms. Nicole Barranco, State Government Relations, Volkswagen Group of America

Guests in attendance:

David Hinton, Executive Director to the Commission, Office of the Secretary of Technology
Aimee Gilroy, Raytheon
John Brady, Raytheon
Ann Ngo, U.S. Department of Commerce
Julie Wheatley, Wallops Research Park
Harry Gregori, Gregori Consulting, Inc.
Jonathan Lohman, Dominion Resources
Chip Sheller, Aurora Flight Sciences

Minutes:

12:00: Convene

Guy: will define a clean, concise way to go forward . Training and data are important. Do not focus on the platform but what it does.

Raytheon; Trade association is a great idea

Young; will training people move the needle on attracting firms?

Scott; Training is an industry to itself.

Young; "Commerce" is the draw. A filter question: does an idea promote a high level of commerce? Believes that training is an "additive".

John; you need the workforce for the companies to want to come here.

Does the Smart Road provide an advantage over MI? Training + talent pool + marketing creates a hub

Guy; the DoD has challenges training UAS pilots

A suggested top three items:
Big data and security of data (Cyber)

Suggested research: call and ask CEOs what they need. This could be a phone call from one of us or a professional researcher.

An example: DJI is saturating the prosumer market. What is their next big market? Government? Contact the who and ask for “what”? Consider the ecosystem of transactions first.

Ideas for marketing:

- Get into industry and trade magazine.
- Invite industry writers to a road show where we travel the state and invite industry writers to accompany us and talk to companies.
- A national trade show (AUVSI) with a Virginia booth
- A comment; we need a “robust presence” not just a booth.
- Young; a booth is not effective. We should go and have a private room for feedback from companies. We should listen and not broadcast. Consider hospitality suite with a Virginia cluster

12:30 - Adjourn